A TWO-PHASE SURVEY OF THE IMPACT OF RADIO AND TELEVISION PUBLIC SERVICE ANNOUNCEMENTS: FINAL REPORT

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ABSTRACT

This evaluation was designed to assess the effectiveness of an information campaign conducted in seven selected areas of the country to promote public awareness and use of services provided by the National Library Service for the Blind and Handicapped (NLS) for individuals with reading difficulties. The principal campaign medium consisted of television and radio public service announcements (PSAs) that were aired on a voluntary basis by local broadcasters. The PSAs were designed to tell the public about who is eligible, what materials are available, who sponsors the program, and that the services are free of charge. Public awareness of these announcements was assessed by conducting telephone surveys of adults in the areas where the PSAs were distributed. A measure of changes in awareness and knowledge was obtained by conducting two survey waves--a premeasure before any messages had been aired and a postmeasure that took place as the messages were continuing. Survey results showed that between 8 and 19 percent of the respondents saw the television PSAs, while only one to 3 percent of the respondents indicated awareness of the radio announcements. A comparison of the number of premeasure respondents who knew of the NLS programs (31 percent) with the number of postmeasure respondents indicating such knowledge shows an increase in awareness during the time of the study. (RAO)

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A Two-Phase Survey of the Impact of Radio and Television Public Service Announcements

Final Report

Prepared for:

The Library of Congress
National Library Service for the
Blind and Physically Handicapped

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I. INTRODUCTION

The National Library Service for the Blind and Physically Handicapped (NLS) wishes to inform the public more widely of the services it offers the blind and handicapped. Public awareness of these services will be increased through an information campaign based on public service announcements (PSAs). The goals of this campaign are to make known the kinds of services that are available and the requirements for eligibility for these free services. The following is a description of these services, followed by a discussion of the information campaign.

A. Services for the Blind and Handicapped

The services offered by the National Library Service for the Blind and Handicapped can be used by many people. The NLS mission is to help people who have difficulty reading ordinary books for a variety of reasons. While some of these people may have visual handicaps, others may not be able to hold a book or turn a page. Furthermore, some of these handicaps may be temporary and of a kind the public does not usually associate with reading difficulties. In fact, the majority of the people who are eligible for this program do not have permanent visual impairments.

NLS offers a variety of services to meet the needs of handicapped persons. The public seems to think of braille books as the prevalent (and perhaps sole) medium for the blind. In fact, providing braille books has been a continuing service of NLS for many years. However, many of their services also involve aural presentations through media such as long-playing phonograph records and cassette tapes. These media are known as talking books.

Talking books are used by about 600,000 visually and physically handicapped persons. The NLS provides machines to play records and cassettes that are designed to be operated easily. Thus, talking books serve both visually and physically handicapped persons who find themselves either temporarily or permanently disabled.

Although these services are widely known among the visually handicapped, they are less well known among the general public. Consequently, an individual who becomes temporarily handicapped is somewhat unlikely to find out about these services

in time to make use of them during a recuperation period. Furthermore, the general public may be unaware that the services are available at no cost to eligible users.

B. Campaign Description

The NLS has begun an information campaign to inform the public of its services for the blind and handicapped. An important aspect of the campaign is the use of public service announcements on radio and television. These PSAs were distributed in seven regions of the country. What follows is a discussion of the key facets of this campaign.

Radio and television PSAs were expected to be key elements in this campaign. These spots were developed around these themes:

- To inform the public about talking books as a medium for presenting the written work;
- To establish the scope of coverage for talking books in both contemporary and classical literature;
- To make the public aware that many reading difficulties can make one eligible for the talking books program;
- To inform the public that the program is available at no cost; and
- To provide a toll-free number to call for more information about the talking books program.

The NLS feels that increased public awareness of those features would increase the use of these services among those who could benefit from talking books.

These PSAs were distributed to radio and television stations to be played on a voluntary basis. Since the stations aired these spots as a public service, the Library had no control over when or how often they were played. Some information on air play, available from library personnel in the local areas, is discussed later in this report.

The distribution of the PSAs was limited to seven regions:

- Birmingham, Alabama;
- Indianapolis, Indiana;
- Seattle, Washington;
- The Quad Cities of Iowa and Illinois (Moline, Rock Island, Bettendorf and Davenport);
- Colorado (specifically, Denver, Boulder, and Grand Junction);
- Maine (Presque Isle, Portland, Poland Spring , and Bangor); and
- South Carolina (Florence, Greenville, Columbia, and Charleston).

These regions were chosen by the NLS to test the effectiveness of the campaign spots prior to their possible release on a nationwide basis.

II. EXECUTIVE SUMMARY

This is an evaluation of an information campaign to promote public awareness and use of services provided by the NLS for individuals with reading difficulties. The principal campaign medium consists of television and radio public service announcements (PSAs) that are aired on a voluntary basis by local broadcasters. The purpose of this evaluation is to assess the effectiveness of this campaign by measuring awareness of the PSAs and knowledge of the National Library Service programs among the general public.

A description of the campaign and its evaluation is followed by a discussion of the major findings and conclusions.

The National Library Service for the Blind and Handicapped offers services for people who have difficulty reading. These services include braille books as well as talking books--records, discs, tapes and cassettes that provide oral presentations of written material. This service also provides easily operated machines to play the records and tapes. Both the materials and the machines are provided free of charge to eligible users.

To promote public knowledge of these services, the NLS is conducting an information campaign in selected areas of the nation. A key facet of this campaign is the distribution of television and radio PSAs to broadcasters in the campaign areas. These PSAs have been designed to tell the public about who is eligible, what materials are available, who sponsors the program, and that the services are free of charge. Since the broadcasters air these messages voluntarily as a public service, the NLS has no control over when or how often they are played.

The procedure chosen for assessing public awareness of these PSAs was to conduct telephone surveys of adults in the areas where the PSAs were distributed. Two survey waves were conducted--a premeasure before any messages had been aired and a postmeasure that took place as the messages were continuing. The rationale for this research design is that comparisons between the pre- and postmeasures are sensitive measures of <u>changes</u> in awareness and knowledge produced by the information campaign.

Identical questionnaires were used for the two survey measures. The questionnaire items were designed to measure

- Awareness of the PSAs;
- Knowledge of the library services for people with reading difficulties; and
- Characteristics of the survey respondents that might relate to their awareness and knowledge.

The questionnaire was administered by telephone and took approximately ten minutes to complete.

The procedures for selecting the sample were identical for the pre- and post-measures. In each of the seven areas, the telephone numbers of all households who receive those broadcasters were assembled. From these lists, a random sample of households was selected using an nth name procedure to ensure unbiased and complete coverage. For each household that was contacted, a randomly selected adult (18 years or older) was interviewed about the PSAs.

The results showed a high level of awareness of the television PSAs. These interviews show that between 8 and 19 percent of the respondents saw the television PSAs. This range is bounded by a lower limit based on correct identifications of the messages' content and an upper limit of reporting that they had seen such messages. Thus, the 8 percent result reflects a very strict and conservative method for determining awareness while the upper limit is somewhat less strict in its criteria for awareness. In both cases, however, the percentages are calculated on the basis of the change from the premeasure to the postmeasure. This method of calculating awareness reduces the chances that someone who did not see a PSA would be wrongly counted as having seen it.

The best single estimate of television PSA awareness is 14 percent of the respondents. This estimate is derived from including one-half of the respondents who recalled content of the message that was not specific to the National Library Service PSAs. Based on Arbitron viewing statistics, we estimate that 1,299,000 adults in the seven sampling areas were reached by these PSAs. This figure is based on the intermediate estimate of 14 percent and is subject to 3 percent sampling error in either direction (from 1,021,000 to,1,577,000 viewers).

The radio PSAs were much less successful in achieving high levels of awareness. Between 1 and 3 percent of the respondents indicated awareness of the radio PSAs.

Regarding knowledge and awareness of the services, 45 percent of the postmeasure respondents know of such programs for people with reading difficulties. This compares with only 31 percent of the premeasure respondents and indicates a significant increase in awareness. The NLS PSAs contributed to this increase in awareness, although one must consider the possibility that PSAs from other organizations and other external events may have played a role as well.

Knowledge of certain program features increased significantly from the premeasure. Proportionately more respondents knew that records and talking books are part of the services offered. For those who knew of such programs on postmeasure, 26 percent mentioned records and 17 percent mentioned talking books. Twenty-five percent know that these materials are free of charge. Braille books are the most commonly mentioned materials as indicated by 40 percent of postmeasure respondents who had heard of such programs, but 24 percent reported not knowing what kinds of materials are available. Most respondents who name a sponsor mention "the library" as the organization responsible for them as well as the way to obtain more information about these programs.

Substantial differences among the sampling areas were observed in the awareness of the information campaign and knowledge of the services. It is believed that these differences are a result of the uneven amounts of air play given the PSAs in these areas, although precise data are not available.

The presentation of the messages was acceptable to the vast majority of aware respondents. About 12 percent indicated they liked the messages and less than one percent found anything they disliked.

III. EVALUATION METHODOLOGY

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The purpose of this section is to present the techniques which were used to evaluate the talking books campaign. The approach was to measure public awareness of the spots through recall of features of the PSAs and knowledge of the talking books program.

Surveys were conducted before and after the campaign so that changes in awareness and knowledge could be measured. This pre-post design is well chosen to evaluate the impact of the campaign.

This section discusses the questionnaire, the research design, the sampling procedures, and the survey execution.

A. The Questionnaire

The purpose of this study is to determine whether people saw an NLS PSA and to find out what they learned from it. To these ends the questionnaire sought three kinds of information: awareness of the PSAs, knowledge obtained from the PSAs, and limited background information about the respondents.

Awareness was assessed by asking the respondents if they knew of programs of this kind, where they had learned about these programs, and if they has seen any television or radio ads about these programs. Respondents who indicated they had seen the ads (PSAs) were asked to recall information about the ads so that a positive identification of the PSA could be made.

Knowledge obtained from the PSAs was assessed by asking respondents what kinds of materials are available, how much they cost, who sponsors these programs, and whom they should contact to learn more about the programs.

Some background information on the respondents was felt to be of potential use in interpreting the results. This information included age, sex, education, whether the respondent had any reading difficulties, and whether the respondent

knew anyone with reading difficulties. Other personal information was not deemed appropriate or desirable for the purposes of this study.

The questionnaire was administered through a telephone interview with the respondents. This interviewing medium was felt to be the most efficient way of reaching the respondents. This was particularly true given the relatively short questionnaire.

A copy of the questionnaire is provided in the Appendix.

B. Research Design

To provide a high level of sensitivity in this evaluation, two waves of the survey were conducted--one wave before the PSAs had been aired and one after. The first wave will be referred to as the premeasure and the second wave as the postmeasure. The questionnaires were identical for each wave so that the responses would be comparable from premeasure to postmeasure.

The rationale for this pre-post design is that the premeasure would serve as a baseline of knowledge and awareness. The results of the postmeasure are compared to this baseline to determine the changes from one wave to the next. Since the talking books PSAs had been aired between the premeasure and the postmeasure, the changes that are observed should be due, in part, to the effects of the campaign.

However, caution must be used in the interpretation of these changes. Many other events may have occurred in the time between the two survey waves. We know that other television spots that were aired nationally during this time were focused on the blind (American Foundation for the Blind) and on children's reading programs (Reading is Fundamental). Furthermore, local events or news stories about the blind or about reading difficulties may have been aired during this time.

These intervening events may have had two separate kinds of effects. On the one hand, people might mistakenly recall them as related to the NLS

PSAs. Anticipating this problem, strict criteria for correct identification of the PSAs have been developed.

On the other hand, such events may have made people more sensitive to issues and messages about the blind. Such an effect may enhance attention to the PSAs and thus result in more correct recalls of the campaign. The problem is that these events may artificially improve the effects of the campaign when, without such external events, the PSAs may not have been remembered as often.

Another possible problem is when to take the postmeasure. Some researchers argue that the maximum impact of a PSA campaign occurs just after all the PSAs have been aired. Others believe the full impact is reached just before they are completed.

In this study, air play was continuing in most of the sampling areas while the postmeasure was being administered. This timing suggests that a high level of impact will have occurred, although it may not have reached its maximum level.

Despite the possible problems of intervening events and the precise timing of the postmeasure. This pre-post design is a highly sensitive way to measure change. The use of nonoverlapping random samples controls for a wide variety of problems that could otherwise affect the quality of the results.

The high sensitivity of this design allows us to set strict criteria for recognition of the National Library Service PSAs. By requiring the respondents to recall the context of the PSAs without prompting from the interviewers, we increase the certainty that respondents actually saw or heard what they said they did.

Even though some level of error is still possible, the results of the premeasure provide a baseline of recall that will correct for these errors. These controls built into the design, accompanied by careful interviewer training, ensures the highest level of accuracy in gathering information about this campaign.

C. Sampling Procedures

This part of the report describes how respondents were selected for the survey. The procedures described below are identical for the premeasure and the postmeasure to ensure valid statistical control. The following discussion examines who was considered an eligible respondent, from what regions they were selected, and what procedures were used in choosing and contacting these individuals.

1. Who was Selected

The definition of a qualified respondent was any member of a household 18 years or older. No qualifications were placed on television ownership or any other criterion of media use. In this way, the broadest possible spectrum of adults was sampled.

2. Sampling Areas

These PSAs were distributed in seven areas of the United States. The 1400 respondents in each wave of the survey were divided approximately equally among these seven areas. The areas are:

- Birmingham, Alabama
- Indianapolis, Indiana
- Quad Cities, Illinois and Iowa, including Bettendorf, Davenport, Moline, and Rock Island
- Seattle, Washington
- South Carolina, including only the following cities:

  Charleston, Columbia, Florence, Greenville, Spartansburg, Asheville, and Anderson
- Maine, including only the following cities: Bangor, Portland, Poland Spring, and Presque Isle.
- Colorado, including only the following cities: Denver, Boulder, Grand Junction, Pueblo, and Colorado Springs.

These specific cities are listed because they represent the centers of areas of dominant influence (ADIs). An ADI covers the geographic area where that city's broadcasters are exclusively or predominantly received

by the residents. Extreme care was taken in designing the areas to be sampled to be certain that they included the ADIs of the stations that received the NLS messages.

A sample of 200 respondents was chosen for each area. When a sampling area consists of more than one telephone directory, the 200 respondents were divided equally among these directory areas. Consequently, Colorado and Maine each have three areas and South Carolina has four areas.

3. Contacting Respondents

The following is a description of how the households were selected, how the household was contacted, and how the respondent in the household was selected.

The household telephone number was selected by taking a nth name sample from the telephone listing for that area. The nth name sampling procedure begins by determining the fraction of households in the area necessary to complete the sample. Suppose this is one out of 100, for example. After beginning at a random starting point in the alphabetical listing, every 100th name is selected for the sample.

Once a household was selected, an interviewer called that household from Market Facts' central WATS interviewing location in Chicago. If the interviewer did not complete the call, two more attempts were made before another telephone number was selected.

Once the call was completed, the interviewer asked the answerer to enumerate all the members of the household 18 years and older. Using a random selection procedure, the interviewer selected one of these qualified respondents to respond to the questionnaire. This procedure reduces the bias associated with taking the first person to answer the phone as a respondent. If this individual was not available, the interviewer made an appointment to return the call so that the selected respondent could be contacted.

4. Survey Execution

The premeasure nterviews took place from June 1 to June 21, 1978 and the postmeasure interviews from November 27 to December 16, 1978. We know that none of the PSAs had been distributed until well after the premeasure. Some sampling areas reported low levels of play during the postmeasures, however all the broadcasters had received some PSAs before the postmeasure.

The distribution of interviews across the sampling areas and pre- and postmeasures was as follows:

Sampling Area	Number of Respondents	
	Postmeasure	Premeasure
Birmingham	200	201
Indianapolis	200	199
Quad Cities	205	194
Seattle	201	203
Colorado	200	202
South Carolina	201	199
Maine	203	203
TOTAL	1410	1401

Each interviewer's work was validated by calling back a sample of 20 percent of the completed interviews. The original respondent is given a special validation questionnaire by a member of the field validation staff which serves to verify the accuracy of the interviewer's work. For this study no problems of validation were encountered.

IV. MAJOR CONCLUSIONS

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The following represent the major conclusions that can be drawn from this study:

- Between 8 and 19 percent of the respondents saw the NLS television PSAs. These estimates are both based on the differences between the pre- and postmeasures. The lower percentage is a conservative figure that required the respondent to recall some part of the PSA. The higher percentage is based on a simple report of seeing any television message about programs for the blind or those with reading difficulties.

- The best single estimate of awareness is 14 percent for the television PSAs. This estimate includes half the respondents who recalled nonspecific content of the television PSAs that might identify the NLS campaign. This fraction of respondents was added to the conservative lower estimate to produce this intermediate estimate.

- These awareness figures are higher than those for comparable national PSA campaigns subjected to similarly strict criteria for determining awareness.

- Based on the Arbitron statistics on television households, there are 9,279,000 adults who are reached by the television broadcasters in the sampling areas. We estimate the number of adults who are aware of the PSAs to range from 742,000 for the lower estimate to 1,763,000 for the upper estimate. For the intermediate estimate of 14 percent, we estimate that 1,299,000 adults are aware of the PSAs. These estimates are based on the overall percentages and are subject to sampling error of 3 percent in either direction from the percentage estimates.

- Between 1 and 3 percent of the respondents heard the radio PSAs. This is less successful than the television campaign, even considering expected differences between the media.

- Nearly half of the respondents (45 percent) had heard of programs for those with reading difficulties. This awareness was 63 percent for respondents who know someone with reading difficulties.

- Knowledge of records and talking books as program materials increased (26 and 17 percent awareness on the postmeasure) for those who had heard of such programs. Braille books are the most commonly mentioned materials (40 percent) and 24 percent of postmeasure respondents report they don't know what materials are available.

- Proportionally more postmeasure respondents know that the materials from the NLS are free (25 percent versus 19 percent of the premeasure respondents). This change in knowledge may have come from viewing the PSAs.

- The local library was the single most frequently mentioned sponsor or information source for these kinds of programs.

- Regarding area differences in PSA awareness,significant increases in response to the question about "any television messages" were seen in every sampling area except Seattle (where the messages were apparently late in starting). For the most strict identification--recall of PSA content--Indianapolis, Quad Cities, and Maine showed significant in-

creases in awareness in knowledge of the program. The Quad Cities area was highest on all three postmeasures of knowledge--records, talking books, and free materials.

- Very few respondents found anything they disliked about the PSAs. About one in eight of the aware respondents indicated they liked the messages.

- Combining the pre- and postmeasures, 3.3 percent of the respondents reported that they themselves have a reading difficulty. This estimate must be qualified in the following ways:

  - Since these difficulties are self-reported, their nature may vary widely.

  - The respondents come from only a few areas of the country.

  - These respondents are not institutionalized and they are able and willing to answer the telephone for an interview.

V. MAJOR FINDINGS

This section presents the detailed results of the study. These results are organized in the following way. First, the respondents are described on the basis of selected demographic characteristics. Next, the respondents' awareness of the PSA campaign is examined. Following that, their levels of knowledge about the program features are discussed. Next, differences among the sampling areas are examined. Finally, some additional results about experience with reading handicaps and specific likes and dislikes for the PSA's characteristics are discussed.

A. Sample Characteristics

This section compares the two samples of respondents on the basis of age, education and sex. Although the samples differ slightly in education and sex, these differences are small enough to have little impact on the quality of the results.

The following is a description of the demographic characteristics that were obtained for the two samples.

The ages of the respondents in the two samples are quite similar. The age distributions for the pre- and postmeasures are shown in Table 1.

From these results, it can be seen that the ages for each sample are very close to one another. Furthermore, these age distributions are similar to that of the United States as shown in the Statistical Abstract of the United States: 1977. (These data are not presented in detail because the age categories in the Abstract differ substantially and because the Abstract age distributions are from 1976 estimates.)

The educational levels differed somewhat between the pre- and postmeasures, although these differences are not large enough to affect the results of the study. The distributions of educational levels are shown in Table 2. These results are not directly comparable to those inthe Abstract because its data are from 1970 and are for individuals 25 years and older. The data for these respondents are from

TABLE 1

Age of Respondents

Age	Premeasure %	Postmeasure %
18-25	21	22
26-40	36	35
41-65	30	31
Over 65	12	12

TABLE 2

Highest Level of Education
Completed by Respondents

Educational Level	Premeasure	Postmeasure
	%	%
Grammar School	8	8
Some High School	16	10
Completed High School	30	32
Some College	23	26
Completed College or Higher Degree	24	24

1978 and for persons 18 years and older.

The results show that the postmeasure has proportionately fewer respondents who did not complete high school and proportionately more who completed high school or some college. Although the percentage differences may appear large, the differences in education between these categories are small. As little as two years of school could change an individual from the category of "some high school" to "some college". Despite the percentage differences seen for education, we do not feel that the educational composition of the sample has changed substantially. Therefore, we see no reason to qualify these results on the basis of educational differences between the two survey waves.

The final sample characteristic to be considered is the sex of the respondent. For the premeasure, 55 percent of the respondents are women while 59 percent of the postmeasure respondents are women. Since these results are within our predetermined maximum of 60 percent females respondents, they should not affect the results of the study.

B. Awareness of the Campaign

Three measures of awareness were used to assess the impact of the talking books PSA campaign. These measures varied in how strictly they defined awareness. For the television PSAs, the estimated upper and lower limits of awareness are 19 percent and 8 percent respectively. An intermediate measure estimates 14 percent of all respondents are aware of these messages. These measures are all conservative in that they take into account the change from the premeasure to the postmeasure.

The radio messages were substantially less successful with upper and lower limits of 3 and 1 percent respectively.

The following is a disucssion of the respondents' awareness of the talking books PSA campaign.

1. PSA Awareness: Television

Briefly, one-half of the postmeasure respondents indicated that they had seen a televised message about programs and materials for people with reading difficulties.

This represents a substantial increase over the 23 percent who had reported seeing such a television message in the premeasure. The 19 percent difference between the pre- and postmeasures places an upper limit on the estimated percentage of viewers who saw the talking books messages.

Fifteen percent of the postmeasure respondents showed positive identification of the talking books PSAs through their responses about the content of the message. This increase of 8 percent over the premeasure response rate places a lower limit on the estimated percentage of viewers who saw the Library of Congress television PSAs.

An intermediate estimate of 14 percent was obtained by counting half the respondents who mentioned "hotline", "materials free of charge", and "other" as having seen the PSA. This estimate excludes all respondents who identified other PSAs or gave a "don't know" response.

What follows is a detailed description of these results and the procedures used to obtain the estimates.

The questions asked of these respondents provide a number of ways to estimate how many people saw the talking books PSAs. Each of these ways is subject to criticism on one basis or another. To make sense of these alternatives, we provide three estimates that differ in how strictly they interpret the data. The three estimates are:

- An upper estimate based on seeing any television message about programs for the reading disabled (Questions 4 and 5). This estimate is obtained by subtracting the premeasure results from the postmeasure results to control for base levels of similar messages. This is the least strict interpretation.
- A lower estimate based on correct identification of the content of a talking books PSA (Question 6a). Again, the premeasure results are subtracted from the postmeasure results to control for the base levels of these responses. This is the most strict interpretation.
- An intermediate level is based on correct identification of the PSA content plus half the respondents who gave

some specific information ("hotline", "materials free", or "other"). As above, premeasure results are subtracted from postmeasure results. This estimate falls between the most and least strict interpretations.

Although exceptions can be taken with each of these estimates, together they provide a range of values that should include the "true" level of awareness.

The following discussion examines each of these estimates as well as the results on which they are based.

The upper limit of awareness is based on respondents' recalling a television message about library programs that provide special materials to the blind or physically handicapped. These responses, presented in Table 3, are shown for both the pre- and postmeasures of the total sample. The results show that 47 percent of the postmeasure respondents and 28 percent of the premeasure respondents have seen such a message. The difference between the two measures -- 19 percent -- is the estimate of the upper limit of awareness for the talking books PSAs.

Some assumptions have been made in defining this estimate. The most important of these is that the level of exposure to messages that could be confused with the talking books PSAs is constant from the pre- to postmeasures. This estimate is acknowledged as less strict largely because this assumption is strong. However, the play of similar PSAs could have decreased as well as increased, so the direction of change cannot be expected to bias the results.

Before examining the lower estimate of awareness, the definitions of three subgroups of respondents are examined. In addition to the total results, Table 3 also shows the responses for these subgroups. The subgroup labeled "Aware of TV PSA" consist of all respo[illegible] recalled something about a television message. This group inclu[illegible]ew respondents who also identified PSAs other than talking books spots but does not include those who could not recall anything about the message.

The subgroup labeled "Unaware of PSA" consists of respondents who identified a PSA that was not for talking books or who did not recall any television

TABLE 3

Have Seen TV Message About Materials
For Those with Reading Difficulties

Survey Wave	Total	Aware of TV PSA	Unaware of PSA	Know Someone with Reading Difficulties
	%	%	%	%
Postmeasure	47	100	--	49
Premeasure	28	--	--	27

message. This group provides a contrast with the "Aware" group to assess the impact of awareness of the PSAs in knowledge of program features.

The third subgroup consists of respondents who know an individual with reading difficulties. Comparing these respondents with the total sample should provide information about how the personal relevance of reading difficulties relates to one's awareness of and level of knowledge about these programs.

For the postmeasure of overall awareness of the television messages, 49 percent of those who know someone with reading difficulties reported seeing such a message. The change from pre- to postmeasure was an increase of 22 percent. This is not substantially different than the total sample and may merely indicate that the opportunity to see such a television message is not different for this subgroup.

Other results for these subgroups will be reported throughout this analysis when important contrasts are found. The following discussion examines the most strict measure of awareness for the total sample.

The lower limit of talking books PSA awareness is defined by those responses that indicate the viewer recalled some aspect of the content of a message. These results are shown in Table 4.

For the total sample, 15 percent of all respondents remembered some aspect of a talking books PSA on the postmeasure. This compares to 7 percent recall for the premeasure. Using these premeasure results as a baseline level of mistaken recall, the difference between pre- and postmeasure recall is 8 percent. This figure represents an estimate of the lower limit of awareness of the talking books PSAs and is based on responses that indicate unaided recall of the message content.

The final estimate of PSA awareness adds one-half of the increase in respondents who gave other information about the PSA to the number of respondents who recalled PSA content (that is, estimate of the lower limit of awareness). Recall of other content (e.g., "hotline", "materials are free") was 19 percent

TABLE 4

Recall of Television Message *

Recall	Total %	Aware of TV PSA %	Unaware of PSA %	Know Someone with Reaction Difficulties %
Specific Content				
Postmeasure	15	48	--	19
Premeasure	7	--	--	8
Other Content				
Postmeasure	19	62	--	20
Premeasure	7	--	--	6
Other PSA				
Postmeasure	4	--	7	3
Premeasure	7	--	--	6
Don't Know				
Postmeasure	13	--	--	9
Premeasure	9	--	--	8

* Totals may exceed 100% due to multiple responses.

of postmeasure respondents and 7 percent of premeasure respondents (see Table 4). The difference between them is 12 percent. Adding one-half of this difference (6 percent) to the lower limit of awareness (8 percent) produces an intermediate estimate of 14 percent awareness of talking books PSA awareness.

This intermediate estimate may be the most controversial of the three. The use of one-half of the respondents inthe "other content" category is an arbitrary proportion. Furthermore, as many as 10 percent of the responses to the question were multiple answers by the same respondent, although this is compensated by the same level of multiple responses among the premeasure respones.

There are two principal responses to this criticism. First, the use of one-half is conservative since 75 percent of the identifiable responses were for talking books PSAs and only 25 percent for other PSAs. Secondly, this use of an independent set of questionnaire responses gives an intermediate estimate approximately half way between the upper and lower limits that were based on well defined criteria. This result suggests that 14 percent is an appropriate level of awareness that falls between a strict level of identification (unaided recall of PSA content) and a realistic level of change (postmeasure minus premeasure awareness of a television message).

2. PSA Awareness: Radio

Only 9 percent of the postmeasure respondents indicated that they had heard any such messages on the radio. This compares with 6 percent of the premeasure respondents who reported such messages before the campaign began.

Using the same measure of the upper limit of awareness as for television, only 3 percent of the respondents are estimated to have heard the radio messages. Furthermore, only 2 percent of the postmeasure respondents identified the specific content of the radio message. This compares with 1 percent identifications for the premeasure respondents and, consequently, a 1 percent estimated lower limit of talking books PSA awareness. Thus, the estimates for radio awareness range from 1 percent to 3 percent, substantially lower than the range of 8 percent to 19 percent for television.

C. Knowledge of the Program

This section examines the changes in the respondents' knowledge of the programs' existence, features, sponsorship, and information channels. To summarize these changes, postmeasure respondents are more aware of these programs largely through television PSAs. Local libraries are most frequently mentioned as sponsors and information sources. More postmeasure respondents know that the materials consist of records and talking books, and that the materials are free. Thus, the campaign seems effective in presenting information about program materials. What follows is a detailed discussion of these results.

The first question the respondents were asked was if they had heard of any programs that provide reading materials for the blind and physically handicapped. The results are shown in Table 5. For the entire sample, 45 percent of the postmeasure respondents knew of such programs compared to only 31 percent of the premeasure sample. This large change in knowledge is consistent with the effects of the television PSAs on awareness that are seen above. However, information campaigns by other groups conducted during this time may also account for some of this change.

Comparing those aware and unaware of the television PSAs, 68 percent of the PSA aware subgroup knew of such programs, even before any mention of the television PSAs. This is over twice the level of awareness of the PSA unaware respondents. While it is tempting to conclude that the PSAs are responsible for this difference, there are alternative explanations. It might well be that those who saw the PSAs are already aware of such programs and consequently, are more likely to recall the PSAs. Conversely, the PSA unaware subgroups might be less interested in these issues, less well informed about them, and, thus, less likely to recall the PSAs. In other words, the possibility of self-selection factors does not allow the conclusion that awareness of the PSAs is the sole cause of this difference.

The subgroup that knew someone with a reading handicap was proportionately more aware (63 percent) on the postmeasure than on the premeasure (54 percent). The difference between these the pre- and postmeasure respondents may be related to the relevance of the message of them. The premeasure respondents are more aware of these programs, even before the PSAs. This may be partly the result of contact with individuals who have reading difficulties and who are already involved in these programs. However, there is a significant increase in awareness after the PSAs

TABLE 5

Heard of Programs for Reading Difficulties

Survey Wave	Total %	Aware of TV PSA %	Unaware of PSA %	Know Someone with Reading Difficulties %
Postmeasure	45	68	32	63
Premeasure	31	-	-	54

were aired. This increase may be a result of increased sensitivity to and recall for the PSAs because the message is relevant to these individuals. Although there is not enough evidence in this study to confirm these hypotheses, they remain possibilities. However,the results do suggest that the PSAs have spread new information to people whose acquaintances have reading difficulties.

The respondents were asked where they had learned about these programs. Their responses are presented in Table 6. This results show that television ads (PSAs) are mentioned substantially more often in the postmeasure. This change is probably due to the talking books PSAs, unless another television campaign was introduced in the interviewing period. Other mentions of information sources did not change much between the measures.

It should be noted that this question used unaided recall. These responses are spontaneous mentions of PSAs rather than affirmative responses to the question "have you seen any television ads?" Thus, these mentions could not be influenced by any tendency to agree with or try to please the interviewer. These mentions represent a strict and conserervative measure of awareness.

The respondents who had heard of these programs were asked if they knew who sponsored them. Their responses are presented in Table 7.

The most common response was "don't know" for both the pre- and postmeasures (35 and 43 percent respectively). Mentions of the "library" were the next most common responses (30 and 20 percent), followed by the Federal Government (11 and 13 percent) and state or local governments (15 and 11 percent).

TABLE 6

Where Heard About these Programs

Source	TOTAL SAMPLE Postmeasure %	TOTAL SAMPLE Premeasure %
TV Ad	21	5
Newspaper or Magazine	7	7
Friend or Relative	6	7
Library of Librarian	5	5
Radio Ad	3	1
School or Teacher	2	3
Newsletter or pamphlet	2	-
TV Program	1	3

TABLE 7

Who Sponsors these Programs

	Respondents Who had Heard of Programs *	
	Postmeasure %	Premeasure %
Sponsors		
The Library	20	30
Federal Government	13	11
State/Local Government	11	15
Library of Congress	3	2
School or University	3	3
Foundation, Society or Organization for the Blind	2	8
Readers Digest	**	2
Religious Groups	1	2
Other	8	**
Don't Know	43	35
Analyzed Respondents	(640)	(436)

* - Totals may exceed 100 percent due to multiple responses.

** - Less than 0.5 percent.

A substantial number of respondents (8 percent) mentioned sponsors that could not be coded into meaningful categories. To provide a sense of these mentions, Table 8 presents some examples of some of the sponsors that were named by the respondents.

Respondents who knew of these programs were also asked what kinds of special materials were available through these programs. Their responses are shown in Table 9.

Braille books are the most commonly mentioned materials, (46 and 40 percent on the pre- and postmeasures) followed by records, (18 and 26 percent) tapes and cassettes (26 and 21 percent) large print books (27 and 18 percent), and talking books (12 and 17 percent). The "don't know" responses were 21 and 24 percent for the pre- and postmeasures.

There was a significant increase in the mentions of records and talking books from the pre- to the postmeasures. This effect is most likely due to the impact of the PSAs. However, the postmeasure showed a significant decline in the mentions of large print books and nonsignificant declines in mentions of Braille books and tapes and cassettes. These changes may represent the selective impact of the PSAs in portraying the different kinds of materials available through these programs.

Respondents were asked what they thought would be the cost of these special materials. This question provides information on the communication of factual material from the PSAs. The results are presented in Table 10.

The results show a statistically significant increase from pre- to postmeasure in respondents reporting that the materials are free (from 19 to 25 percent). This increase (from 32 to 40 percent) was also seen for the respondents who know someone with reading difficulties even though they were already highly aware of the costs.

TABLE 8

"Other" Mentions for "Who Sponsor these Program?"

The Right to Read

Telephone Company

Northwest Bell Telephone

Taxpayers

Closer Look

Talking Books Projects (a company)

Lion's Clubs (several mentions)

RIF (several mentions)

Area Project

Private Agency

Self-Help Reading (private company)

TABLE 9

What Kinds of Materials are Available*

Materials	Respondents who had Heard of Program: Postmeasure %	Respondents who had Heard of Program: Premeasure %
Braille	40	46
Records	26	18
Tapes and Cassettes	21	26
Large Print Books	18	27
Talking Books	17	12
Discs or Flexible Discs	1	3
Other	6	9
Don't Know	24	21
Analyzed Respondents	(640)	(436)

* - Totals may exceed 100 percent due to multiple responses.

TABLE 10

Cost of Special Materials

Costs	Survey Wave	Total %	Aware of TV PSA %	Unaware of PSA %	Know Someone with Reading Difficulties %
Free					
Postmeasure		25	34	22	40
Premeasure		19	-	-	32
Dollar Amount					
Postmeasure		10	10	9	11
Premeasure		9	-	-	10
Expensive					
Postmeasure		7	6	7	8
Premeasure		3	-	-	3
Don't Know					
Postmeasure		57	48	61	40
Premeasure		70	-	-	54

Furthermore, 34 percent of respondents who are aware of the PSAs indicate the materials are free as opposed to only 22 percent of those who are unaware of the messages. This suggest that the PSAs were effective in communicating this information to viewers.

A paradoxical finding was an increase (from 3 to 7 percent) in the number of respondents who believe that these materials are expensive. Although this change is small, it is statistically significant. Furthermore, it is present for respondents who know someone with a reading difficulty. Since this difference is not seen between the aware and unaware groups, this increase may not be a result of the PSAs themselves. Perhaps the general public became more conscious of increased health-related costs or overall prices in the time between the pre- and postmeasures.

A final aspect of respondent knowledge as assessed by a question asking where they would get information about these programs. These results are shown in Table 11.

The most common response by far was the library (43 and 44 percent for the pre- and postmeasure). Substantially less frequent responses were schools or teachers (14 and 12 percent) and the Federal Government or Washington (16 and 12 percent). Other responses were mentioned by less than 8 percent of the respondents.

These information-seeking patterns changed little between the pre- and postmeasures; only mentions of the Federal Government and hospitals or similar health organizations showed declines. This is not unexpected, since people's information-seeking behavior is not likely to be changed by a PSA campaign. In other words, this question is a less sensitive measure of the campaign's impact than the question about who sponsors these programs.

Many more "other" mentions were reported for the postmeasure. Most of these were specific organizations that could not be easily categorized. Some of these specific mentions were "the phone book," "Easter Seals", "The Lions Club", and various local churches.

TABLE 11

Where to get Information about these Programs

Source	TOTAL SAMPLE * Postmeasure %	Premeasure %
Library or Librarian	44	43
School or Teacher	12	14
Government or Washington	12	16
Telephone hotline	6	8
Doctor or Nurse	5	5
Friends or Relatives	4	4
Hospital, Red Cross	2	7
Local Government	2	3
Media	2	3
Library of Congress	1	2
Other	18	**
Don't Know	19	21

* - Totals may exceed 100 percent due to multiple responses

** - Less than 0.5 percent.

D. Differences among Sampling Areas

This section presents the key results of this study in terms of the seven sampling areas in which the PSAs were distributed. The results are presented in terms of awareness of the PSAs and knowledge of the program characteristics.

Change in awareness of the television PSAs was highest in Indianapolis, Quad Cities, and Maine although all areas showed at least slight increases in awareness over the premeasure. The lowest postmeasure levels of awareness for the Library of Congress PSAs were in Birmingham, Colorado, South Carolina, and Maine.

For the radio PSAs, the differences in postmeasure levels between sampling areas were not very large. However, Indianapolis, Quad Cities, and Seattle showed the greatest levels of change.

Changes in program knowledge are largely similar among the sampling areas--nearly all areas became more aware that records and talking books are among the materials supplied. Furthermore, knowledge that the materials are free increased in all cities. However, increases in all three knowledge areas were largest in the Quad Cities.

The following discussion is a more detailed examination of these results.

1. Awareness of PSAs

Responses to the question, "Have you heard about any library programs of this kind?" varied among the sampling areas (see Table 12). For the premeasure, between 20 and 41 percent of the respondents reported awareness of these programs. For the postmeasure, the response rates varied from 37 to 60 percent. Significant increases in the rates of awareness are seen for

- Birmingham
- Indianapolis
- Quad Cities
- South Carolina

TABLE 12

Heard of Library Programs

SURVEY WAVE	TOTAL	SAMPLING AREAS						
		BIRMINGHAM %	INDIANAPOLIS %	QUAD CITIES %	SEATTLE %	COLORADO %	SOUTH CAROLINA %	MAINE %
Postmeasure	45	38	50	60	52	40	37	39
Premeasure	31	23	31	41	41	33	20	30

although the rates of awareness were at least slightly larger on the post-measure for all sampling areas.

Responses to the more specific question of, "Have you seen any television messages about these programs?" also varied among the sampling areas. These results are presented in Table 13. The following areas showed large and statistically significant increases from the pre- to the postmeasure:

- Birmingham
- Indianapolis
- Quad Cities
- Colorado
- South Carolina
- Maine

Only Seattle did not show a significant increase; only 20 percent of the premeasure and 26 percent of the postmeasure respondents reported seeing a television PSA.

The most specific question about the television PSAs involved unaided recall of the content of the PSA. The results by sampling area are presented in Table 14. Although small increases in recall were seen in every sampling area, the following areas showed statistically significant increases from the pre- to postmeasure:

- Indianapolis
- Quad Cities
- Maine

Based on the lower limit of awareness described earlier, awareness varied from 3 percent to 25 percent among these sampling areas.

For the radio PSAs, significant differences are found for these cities (See Table 15.):

TABLE 13

Have Heard/Seen T.V. Message about Program Material

Survey Wave	TOTAL	SAMPLING AREAS						
		BIRMINGHAM	INDIANAPOLIS	QUAD CITIES	SEATTLE	COLORADO	SOUTH CAROLINA	MAINE
		%	%	%	%	%	%	%
Postmeasure	47	48	48	63	26	44	49	48
Premeasure	28	29	29	29	20	23	30	33

TABLE 14

Recall of Television PSAs

		Total	SAMPLING AREAS						
			BIRMINGHAM %	INDIANAPOLIS %	QUAD CITIES %	SEATTLE %	COLORADO %	SOUTH CAROLINA %	MAINE %
CORRECT PSA	Post	15	8	17	31	10	14	12	11
	Pre	7	5	7	6	5	8	10	5
OTHER CONTENT*	Post	19	17	21	27	7	20	19	21
	Pr	7	6	10	8	3	5	8	5
Other PSA	Post	4	6	3	3	3	4	6	1
	Pre	7	7	8	5	4	6	6	12
Don't Know	Post	13	18	12	11	7	9	14	20
	Pre	9	18	5	11	9	7	10	10

* For example, "Hotline," "Materials are free," etc.

TABLE 15

Have Heard Messages on Radio

SURVEY WAVE	TOTAL	SAMPLING AREAS						
		BIRMINGHAM	INDIANAPOLIS	QUAD CITIES	SEATTLE	COLORADO	SOUTH CAROLINA	MAINE
	%	%	%	%	%	%	%	%
Postmeasure	9	8	6	11	8	9	12	8
Premeasure	6	8	*	*	*	7	10	10

* - Less than 0.5 percent.

- Indianapolis
- Quad Cities
- Seattle

Each of these areas showed less than 0.5 percent awareness on the premeasure. This low level of premeasure awareness accounts for the significance of these differences, since the postmeasure awareness levels are not higher than for the other areas.

2. Knowledge of the Program

One question that deals with program knowledge asks what special materials are available for people with reading difficulties. The responses by sampling areas are shown in Table 16.

In earlier discussion, it was concluded that knowledge of records and talking books had increased from the pre- to the postmeasure. Awareness of records exceeded 20 percent on the postmeasure for

- Birmingham
- Indianapolis
- Quad Cities
- Colorado
- Maine.

Awareness of talking books exceeded 20 percent on the postmeasure for

- Quad Cities
- South Carolina

Thus, these cities showed the highest levels of awareness for the program features presented most successfully by the PSAs.

The other question of program knowledge involved the respondents' knowing that these materials are free. The results for each sampling area are presented in Table 17.

TABLE 16

Kind of Special Material People can Get through these Programs

		TOTAL	BIRMINGHAM %	INDIANAPOLIS %	QUAD CITIES %	SEATTLE %	COLORADO %	SOUTH CAROLINA %	MAINE %
			SAMPLING AREAS						
Braille	Post	40	36	42	39	52	44	36	22
	Pre	46	40	54	54	51	45	38	30
Records	Post	26	22	25	39	16	26	15	35
	Pre	18	17	15	23	13	18	30	17
Tape or Cassettes	Post	21	13	26	21	24	21	23	14
	Pre	26	23	21	29	31	27	25	23
Large Print Books	Post	18	26	19	14	18	20	16	19
	Pre	27	29	30	24	32	29	25	25
Talking Books	Post	16	12	18	23	10	15	23	14
	Pre	12	11	18	13	14	9	10	8
Don't Know or No Answer	Post	24	23	21	16	31	27	23	31
	Pre	21	32	11	19	16	20	30	28

TABLE 17

Cost of Special Reading Materials

		TOTAL	BIRMINGHAM %	INDIANAPOLIS %	QUAD CITIES %	SEATTLE %	COLORADO %	SOUTH CAROLINA %	MAINE %
			SAMPLING AREAS						
Cost									
Free	Post	25	22	22	39	35	20	18	20
	Pre	19	14	17	27	32	15	13	19
Dollar Amount	Post	10	12	10	6	8	10	13	7
	Pre	9	16	12	5	8	7	6	6
Expensive	Post	7	5	10	6	7	7	6	6
	Pre	3	3	1	8	3	2	2	2
Don't Know	Post	57	61	56	48	50	62	58	66
	Pre	70	74	71	60	57	75	78	72

The highest levels of "free" responses were in

- Quad Cities
- Seattle.

It should be noted that Seattle had the highest premeasure level of knowledge for this item. Thus, very little change occurred in Seattle while the greatest change occurred in the Quad Cities. Overall, each city showed some slight change toward increased knowledge of the cost of these materials.

E. Additional Findings

This section reports findings about the incidence of reading difficulties among the respondents and those who know someone with such a difficulty. Overall, 3.3 percent of the respondents reported that they had reading difficulties due to illness or a handicap. About 18 percent of the respondents indicated that they know someone with a reading difficulty, usually an acquaintance.

This section also reports the respondents' likes and dislikes about the messages they heard or saw. Very few respondents found anything to dislike about the messages while 12 percent or more said that they liked the messages.

The following discussion is a more detailed examination of these results.

1. Reading Handicaps

To determine whether the respondents are themselves eligible for this program, they were asked if they had any illness or handicap that makes it difficult for them to read. Their responses show that 4 percent of the premeasure and 3 percent of the postmeasure respondents report such reading difficulties. There were no substantial differences across regions for this question. Because the response rate is so low,regional analyses with these respondents were not pursued.

These data can provide an estimate of the national incidence of reading handicaps among people who can answer a telephone at their homes. Combining the pre- and postmeasure samples, an estimate of 3.3 percent is obtained for self-reported reading handicaps among non-institutionalized people who can speak on or answer the phone. The accuracy of this estimate is between 2.6 percent and 3.9 percent at the 95 percent level of confidence. The reader should carefully note the qualifications placed on this estimate. The figure is based only on the areas sampled which cannot be considered representative of the United States as a whole. The estimate does not include people who cannot answer the telephone or who cannot be reached on the phone for various reasons. Within these constraints, we believe this to be an accurate estimate of self-reported reading difficulties.

The respondents were also asked if they knew anyone who has a reading difficulty of this sort. Seventeen percent of the premeasure respondents and 18 percent of the postmeasure respondents indicated that they knew someone with reading difficulties. Combining the responses for both measures, 12 percent of the reading handicapped individuals were members of the respondents' household, 29 percent were relatives outside the home, and 58 percent were acquaintances of the respondents. Important differences between respondents who know or do not know reading handicapped individuals are indicated throughout this report.

2. Message Characteristics

The respondents were asked if there was anything they particularly liked or disliked about the PSAs. For the television PSAs, 12 percent said they liked something about the message. Nearly half of these respondents feel that it was a good or helpful program. Substantially fewer liked the way the message was presented or that it told where to get the materials.

Only 2 percent of the respondents indicated they did not like some aspect of the message. Three respondents out of 658 viewers did not like the way message was presented and eight respondents gave other reasons for disliking the message. Two of these reasons were, "Without television, people would never know about the program", and "There's no way to get what you ordered right away. Successful profit." It is not clear that these mentions are referring to the NLS PSAs or to its programs. Clearly, few people were offended by the content of the PSAs.

For the radio messages, 16 percent of those who heard such a message indicated that they liked it, usually because it was a good or helpful program. Only 2 of 129 listeners reported that they disliked anything about the radio messages. Again, few people found anything to dislike about the radio PSAs.

APPENDIX
Questionnaire

Market Facts, Inc., 100 S. Wacker Dr., Chicago, Illinois 60606 Job No. 9305

Qu. No. _____ (1-4)

PROGRAMS FOR READING-HANDICAPPED SURVEY

Market Facts' Repr. _____ 5 [ ][ ][ ] 7

Field Service Organization _____ 8 [ ][ ][ ][ ][ ] 12

Date: _____ Time Interview Began _____ AM/PM

(SPEAK WITH HOUSEHOLD MEMBER 18 YEARS OLD OR OLDER) [ ] 13

Hello, I'm _____ calling from Market Facts, a public opinion research company. We are interviewing people for a U.S. Government Agency. The purpose of the study is to find out whether people know about the Agency's programs.

You have been selected by chance. Any information which you give us is held confidential by our firm.

First I would like to talk to you about people who have trouble reading.

Some people are unable to read regular books or magazines. These people know how to read, but they have a physical problem. For example, they may be blind. Or their eyesight maybe so poor that they cannot be helped by glasses. Or they may not be able to hold a book. . because they have been sick or have had an accident.

1. Have you heard about any library programs for people with reading difficulties like the ones I've talked about? Programs that provide people with special materials or special books?

Yes 1

No . . . . . 2 ——▶ (SKIP TO QU. 5) (14)

2. What kinds of special reading materials can people get through this program? (DO NOT READ ALTERNATIVES; CIRCLE AS MANY AS MENTIONED)

Braille reading materials 1

Large print books. 2

Discs/ flexible discs. 3 (15)

Tapes/ cassettes 4

Records 5

"Talking books". 6

Other (SPECIFY) _____

_____ [ ] 16

3. Who sponsors this program? (DO NOT READ ALTERNATIVES; CIRCLE AS MANY AS MENTIONED)

The library. 1

The Library of Congress 2 (17)

State or local government 3

Federal government 4

Other (SPECIFY) _____

_____ [ ] 18

4. Where did you see or hear about this program? (DO NOT READ LIST; CIRCLE AS MANY AS MENTIONED)

TV ad. . . . . 1- (NOTE INSTRUCTION BEFORE QU. 5)
TV program (talk show, documentary) 2
Radio ad. . . . . 3- (NOTE INSTRUCTION BEFORE QU. 7) (19)
Radio program (talk show, documentary) 4
Doctor/nurse/doctor's office. . 5
School/teacher. 6
Library/librarian 7
Mail/utility bill/bank statement 8
Posters/displays/exhibits. 9
Friend/relative 0
Newspaper/magazine X
Newsletter . . . . . R
Other _____ [ ] 20
_____

(PROBE: Have you recently heard about the program from anyone else or anyplace else?)

IF TV AD (Code 1) IN QU. 4 IS MENTIONED, SKIP TO QU. 6a

5. Recently there have been some TV and radio messages describing a program that provides special reading materials to people with reading difficulties.

First, let's talk about the television messages.
Have you seen or heard any of these messages on TV?

Yes 1
No . . . . . 2 → (SKIP TO QU. 7) (21)

6a. What do you recall about the message on TV? (PROBE) What can you tell me about it? (DO NOT READ ALTERNATIVES; CIRCLE AS MANY AS MENTIONED)

A cartoon about a book factory/making cassettes, records or discs, braille, talking books/elves taking written books apart and making talking books, child's balloon with a telephone number 1
A skier in a cast/a skier in a hospital, in traction/ person in hospital listening to a talking book, a cassette, recorder. . 2
A reader whose books start talking/Gone With The Wind with Rhett Butler and Scarlet O'Hara/Roots begins talking with Kunta Kinte. 3 (22)
Tour of Talking Book/braille plant/recorded books made out of huge balls of vinyl/banks of cassette tape recorders/ braille press in operation 4
A book on a phonograph/an ad about phonograph, turntable, talking books 5
Gave hotline/telephone number 6
Materials are free of charge 7
Other (SPECIFY) _____ [ ] 23
_____

6b. Do you remember anything that you especially liked or disliked about the TV message?

Yes 1 (24)
No . . . . . 2 → (SKIP TO INSTRUCTION BEFORE QU.7)

6c. What was it that you liked or disliked about the TV message?

Liked _____
(PROBE) _____ 25 [ ][ ] 26
Disliked _____
(PROBE) _____ 27 [ ][ ] 28

LOOK BACK TO QU. 4. IF RADIO AD (CODE 3) IS MENTIONED, SKIP TO QU. 8a

7. Have you heard any of these messages on the radio?

Yes 1
No . . . . . 2 → (SKIP TO QU. 9) (29)

8a. What do you recall about the message on the radio? (PROBE) What can you tell me about it? (DO NOT READ ALTERNATIVES; CIRCLE AS MANY AS MENTIONED)

The sound of reading, only pages turning/dramatized readings from novels which illustrate talking books 1
Classical music, part of Beethoven's Fifth Symphony/ reading from Treasure Island/reading from Shakespear/ reading from Dorian Grey 2
Announcement about availability of talking books for those who can't read from the Library of Congress 3 (30)
Gave hotline/telephone number 4
Musician/entertainer talking about large print sheet music/ braille music/ recorded guitar or piano lessons 5
Materials are free of charge 6
Other (SPECIFY) _____
_____ [ ] 31

8b. Do you remember anything that you especially liked or disliked about the radio message?

Yes. 1
No . . . . . 2 → (SKIP TO QU. 9) (32)

8c. What was it that you liked or disliked about the radio message?

Liked _____
(PROBE) _____ 33 [ ][ ] 34
Disliked _____
(PROBE) _____ 35 [ ][ ] 36

9. If you wanted to learn more about special materials for people with reading difficulties like we've talked about, how would you try to get information? (DO NOT READ ALTERNATIVES; CIRCLE AS MANY AS MENTIONED)

Telephone hotline/telephone number printed on ads 1
Library/librarian. 2 (37)
Doctor/nurse. 3
School/teacher. 4
Library of Congress 5
Ask friends/relatives 6
Government/Washington. 7
Other _____
_____ [ ] 38

10. What do you think it would cost someone to use Braille Books or "Talking Books"? (DO NOT READ ALTERNATIVES)

Free 1
Don't know 2 (39)
Other _____

_____

11. Do you have any illness or handicaps which make it difficult for you to read regular books or magazines?

Yes 1 (40)
No 2

12. Do you know anyone (else) with a reading difficulty of this type?

Yes 1 (41)
No . . . . . 2 ⟶ (SKIP TO QU. 14)

13. Is this person a member of your household, a relative outside the home, or a friend or acquaintance?

Member of household 1
Relative outside home 2 (42)
Friend or acquaintance 3

14. What is the highest educational level you have completed? (READ ALTERNATIVES)

8 years or less 1
Some high school 2 (43)
Finished high school/equivalent 3
Some college/trade/ technical school 4
Finished college 5
Obtained graduate or professional degree 6

15. Which of the following categories best describes your age? Are you. . . (READ ALTERNATIVES)

18 - 25 1
26 - 40 . . . . . 2 (44)
41 - 65 3
Over 65 4

INTERVIEWER RECORD RESPONDENT'S SEX:

Male 1 (45)
Female 2

Respondent's Name: _____

Address: _____
(City) (State)

Phone #: (_____) _____ RECORD SAMPLE AREA #:46 [ ][ ] 47
area code

Your answers have been very helpful and we appreciate the time you took to take part in this survey. Thank you!

(48-79 open)

TIME INTERVIEW COMPLETED: _____ AM/PM [ ] 80

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